

ORDER



KSNV

Orders	Order / Rev:	106049
	Alt Order #:	06848218
	Product Desc:	SKED C
	Estimate:	1687
	Flight Dates:	09/04/12 - 09/17/12
	Original Date / Rev:	08/29/12 / 12/03/12
	Order Type:	GENERAL

Primary AE:	Amy McCreary
Sales Office:	BLPHI
Sales Region:	National

Agency	Name:	GMMB, Inc./ Washington D.C.
	Buying Contact:	
	Billing Contact:	
		Washington Harbor
		Washington, DC 20007

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Obama for America
	Demographic:	A35+
	Product Codes:	PLC01-Democrat
	Priority:	SELECT PRIORITY CODE
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN

New Business Thru:	
Order Separation:	00:05:00
Advertiser External ID:	
Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/17/12	78	\$20,900.00	\$17,765.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	78	\$20,900.00	\$17,765.00	0.00
Totals	78	\$20,900.00	\$17,765.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	28%	\$20,900.00
Market	100%	\$74,642.86

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$22,392.86
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$14,928.57
KTUD	0%	\$0.00
KVVU	15%	\$11,196.43
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	7%	\$5,225.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/04/12	09/10/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	4	\$550.00	2	0.00	NM	4	\$2,200.00
TODAY SHW< .															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/04/12	09/10/12	MTWTF--		4				\$550.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/04/12	09/10/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	4	\$550.002		0.00	NM	4	\$2,200.00
TODAY SHW< .															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 09/04/12		09/04/12	09/10/12	MTWTF--			4		\$550.00			0.00			
E 2	KSNV	09/04/12	09/10/12	M-F Today Show II 3rd H M-F Today Show II	CM	9-10a	MTWTF--	:30	5	\$200.002		0.00	NM	5	\$1,000.00
TODAY SHW2-NBC .															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 09/04/12		09/04/12	09/10/12	MTWTF--			5		\$200.00			0.00			
E 3	KSNV	09/04/12	09/10/12	M-F Today Show III 4th H Today 4th Hour	CM	10am-11am	MTWTF--	:30	5	\$200.002		0.00	NM	5	\$1,000.00
TODAY SHW3-NBC .															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 09/04/12		09/04/12	09/10/12	MTWTF--			5		\$200.00			0.00			
E 4	KSNV	09/04/12	09/10/12	Rachael Ray Rachael Ray	CM	11am-12pm	MTWTF--	:30	5	\$200.002		0.00	NM	5	\$1,000.00
RACHAEL RAY .															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 09/04/12		09/04/12	09/10/12	MTWTF--			5		\$200.00			0.00			
E 5	KSNV	09/04/12	09/10/12	Noon News Noon News	CM	12-1230pm	MTWTF--	:30	5	\$175.003		0.00	NM	5	\$875.00
NEWS 3 AT NOON .															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 09/04/12		09/04/12	09/10/12	MTWTF--			5		\$175.00			0.00			
E 6	KSNV	09/04/12	09/10/12	Days of our Lives Days of our Lives	CM	1258p-2pm	MTWTF--	:30	5	\$200.003		0.00	NM	5	\$1,000.00
DAYS-OUR LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 09/04/12		09/04/12	09/10/12	MTWTF--			5		\$200.00			0.00			
E 7	KSNV	09/04/12	09/10/12	The Doctors The Doctors	CM	2pm-3pm	MTWTF--	:30	5	\$100.003		0.00	NM	5	\$500.00
DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 09/04/12		09/04/12	09/10/12	MTWTF--			5		\$100.00			0.00			
E 8	KSNV	09/04/12	09/10/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF--	:30	5	\$225.003		0.00	NM	5	\$1,125.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 09/04/12		09/04/12	09/10/12	MTWTF--			5		\$225.00			0.00			
E 9	KSNV	09/17/12	09/17/12	Mon PR 8-10p Monday Prime 8-10pm	CM	8-10pm	M-----	:30	1	\$2,400.002		0.00	NM	1	\$2,400.00
VOICE-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 09/17/12		09/17/12	09/23/12	M-----			1		\$2,400.00			0.00			
E 10	KSNV	09/10/12	09/10/12	Mon PR 10-11p Monday Prime 10-11pm	CM	10-11pm	M-----	:30	1	\$1,400.003		0.00	NM	1	\$1,400.00
GRIMM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 09/10/12		09/10/12	09/16/12	M-----			1		\$1,400.00			0.00			
E 11	KSNV	09/12/12	09/17/12	Today Show Today Show	CM	658a-9am	M-WTF--	:30	4	\$550.002		0.00	NM	4	\$2,200.00
TODAY SHW< .															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 09/12/12		09/12/12	09/18/12	M-WTF--			4		\$550.00			0.00			
E 12	KSNV	09/12/12	09/17/12	M-F Today Show II 3rd H M-F Today Show II	CM	9-10a	M-WTF--	:30	5	\$200.002		0.00	NM	4	\$800.00
TODAY SHW2-NBC .															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 09/12/12		09/12/12	09/18/12	M-WTF--			5		\$200.00			0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 12	KSNV	09/12/12	09/17/12	M-F Today Show II 3rd Hr M-F Today Show II	CM	9-10a	M-WTF--	:30	5	\$200.002		0.00	NM	4	\$800.00
TODAY SHW2-NBC .															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/12/12	09/18/12	M-WTF--	5		\$200.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
4	KSNV	09/12/12-09/18/12		M-F Today Show II 3rd Hr		9-10a	M-wThF----	:30		(\$200.00)		0.00	NM		
Credited [CREDIT-REFUND]															
E 13	KSNV	09/12/12	09/17/12	M-F Today Show III 4th Hr Today 4th Hour	CM	10am-11am	M-WTF--	:30	5	\$200.002		0.00	NM	5	\$1,000.00
TODAY SHW3-NBC .															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/12/12	09/18/12	M-WTF--	5		\$200.00		0.00						
E 14	KSNV	09/12/12	09/17/12	Rachael Ray Rachael Ray	CM	11am-12pm	M-WTF--	:30	5	\$200.002		0.00	NM	5	\$1,000.00
RACHAEL RAY .															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/12/12	09/18/12	M-WTF--	5		\$200.00		0.00						
E 15	KSNV	09/12/12	09/17/12	Noon News Noon News	CM	12-1230pm	M-WTF--	:30	5	\$175.003		0.00	NM	5	\$875.00
NEWS 3 AT NOON .															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/12/12	09/18/12	M-WTF--	5		\$175.00		0.00						
E 16	KSNV	09/12/12	09/17/12	Days of our Lives Days of our Lives	CM	1258p-2pm	M-WTF--	:30	5	\$200.003		0.00	NM	5	\$1,000.00
DAYS-OUR LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/12/12	09/18/12	M-WTF--	5		\$200.00		0.00						
E 17	KSNV	09/12/12	09/17/12	The Doctors The Doctors	CM	2pm-3pm	M-WTF--	:30	5	\$100.003		0.00	NM	4	\$400.00
DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/12/12	09/18/12	M-WTF--	5		\$100.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
4	KSNV	09/12/12-09/18/12		The Doctors		2pm-3pm	M-wThF----	:30		(\$100.00)		0.00	NM		
Credited [CREDIT-REFUND]															
E 18	KSNV	09/12/12	09/17/12	Dr. Phil Dr Phil	CM	3-4p	M-WTF--	:30	5	\$225.003		0.00	NM	5	\$1,125.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/12/12	09/18/12	M-WTF--	5		\$225.00		0.00						
													Totals	78	\$20,900.00